

## CLAIMS:

1. A method of enhancing rendering of a content item, comprising receiving a portion of the content item from a client system (200, 220), processing the received portion to obtain an identifier for the content item, obtaining further information on the content item using the identifier, and transmitting the further information to the client system (200, 220).

2. A client system (200, 220) arranged for enhanced rendering of a content item, comprising a receiver (201, 221) for receiving the content item, input means (203, 223) for marking the received content item, and tracking means (204, 224) for in response to said marking automatically providing identifying data for the marked content item to a remote server system (250), and for subsequently receiving further information on the content item from the remote server system (250).

3. The client system (200, 220) of claim 2, wherein the identifying data comprises a portion of the marked content item.

4. The client system (200, 220) of claim 2, wherein the tracking means (204, 224) are arranged for detecting a watermark in the marked content item, and the identifying data comprises an identifier obtained from the detected watermark.

5. The client system (200, 220) of claim 2, wherein the further information comprising an identifier for the content item, and the tracking means (204, 224) are arranged for providing the identifier to an e-commerce system (160).

6. The client system (200, 220) of claim 5, wherein the tracking means (204, 224) are arranged for adding the identifier to a shopping list (161) for a user of the e-commerce system (160).

7. The client system (200, 220) of claim 5, wherein the tracking means (204, 224) are arranged for receiving a list of items related to the marked content item from the e-

commerce system (160) in response to providing the identifier to the e-commerce system (160).

8. The client system (200, 220) of claim 5, wherein the tracking means (204, 224) comprise a tracking buffer for storing the identifier to facilitate automatically providing the identifier to the e-commerce system (160) when the client system (200, 220) is coupled to a transfer device (240).

9. A server system (250) arranged for facilitating enhanced rendering of a content item, comprising receiving means (251) for receiving a portion of the content item from a client system (200, 220), processing means (252) for processing the received portion to obtain an identifier for the content item, lookup means (253, 260) for obtaining further information on the content item using the identifier, and for transmitting the further information to the client system (200, 220).

10. The server system (250) of claim 9, the processing means (252) being arranged for computing a hash value for the received portion of the content item, the identifier comprising the computed hash value.